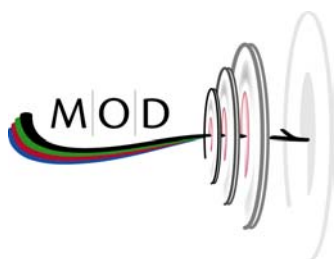


FMAC Monthly Performance Report

October 2004
Version 2.0



FMAC Monthly Performance Report

Table of Contents

1.	Introduction	1
1.1.1.	The Enhanced FMAC	1
2.	Overall Contact Summary	2
2.1.1.	Monthly Call Volumes and Trends	2
2.1.2.	Tier 0 – IVR.....	3
2.1.3.	Tier 1 Calls	3
2.1.4.	Tier 2 Calls	4
2.1.5.	Tier 1 Calls Compared to Tier 2 Calls.....	5
2.1.6.	E-mail Volumes and Trends	6
3.	Contact Inquiries by Region.....	6
4.	FMAC Audience	7
5.	Request Type.....	8

FMAC Monthly Performance Report

1. Introduction

This performance memo includes a summary of the FEMA Map Assistance Center's (FMAC) contacts and activities for the October 2004 reporting period. This reporting period reflects significant organizational changes within the FMAC. Data within this performance memo represents operations for all tiers of service for the calendar month beginning at 12:00am October 1, 2004 and ending 11:59 pm on October 31, 2004 with the exception of Tier 2 call statistics for October 4, 5, and 6th. In addition to presenting critical performance measures, this performance memo briefly describes the FMAC's enhanced operating model.

1.1.1. The Enhanced FMAC

The enhanced FMAC launched on October 1, 2004. This Multi-Channel Consolidated FMAC Contact Center aligns with the FEMA's Map Modernization goals to develop stronger customer relationships and meet greater customer demands. The enhanced FMAC continues to provide flood mapping customer service through e-mail and phone inquiries in addition to offering:

- Tiered customer service support (please see Table 1)
- Complete customer contact tracking
- 24 hour self-service options via 1-877-FEMA-MAP touch tone, known as interactive voice response (IVR)
- Expanded hours of operation (please see Table 1)
- Enhanced quality assurance by recording 100% of Tier 1 phone calls and copying all e-mails to a quality assurance inbox for third party review
- Direct FMAC voicemail box (1-850-523-3770) for FEMA Regional and MOD team RMC employees

Table 1. Tiered Customer Service

Tier	Service	Hours
Tier 0	Self Service interactive voice response (IVR).	24 hours a day, 7 days a week
Tier 1	Customer Service Representatives handling general mapping related questions and status checks via phone and e-mail.	8:00 am-11:00 pm (Monday-Friday) 10:00 am-6:00 pm (Saturday-Sunday) ¹
Tier 2	Map Specialist handling complicated mapping and engineering questions. Tier 1 transfers calls and e-mails to Tier 2.	8:00 am-6:30 pm (Monday-Friday)
Tier 3	Subject Matter Experts (SMEs) providing technical mapping and engineering customer support.	8:00 am-5:00 pm (Monday-Friday)

¹ Due to low call volume, Tier 1 suspended weekend hours for the week ending 11/21/2004

FMAC Monthly Performance Report

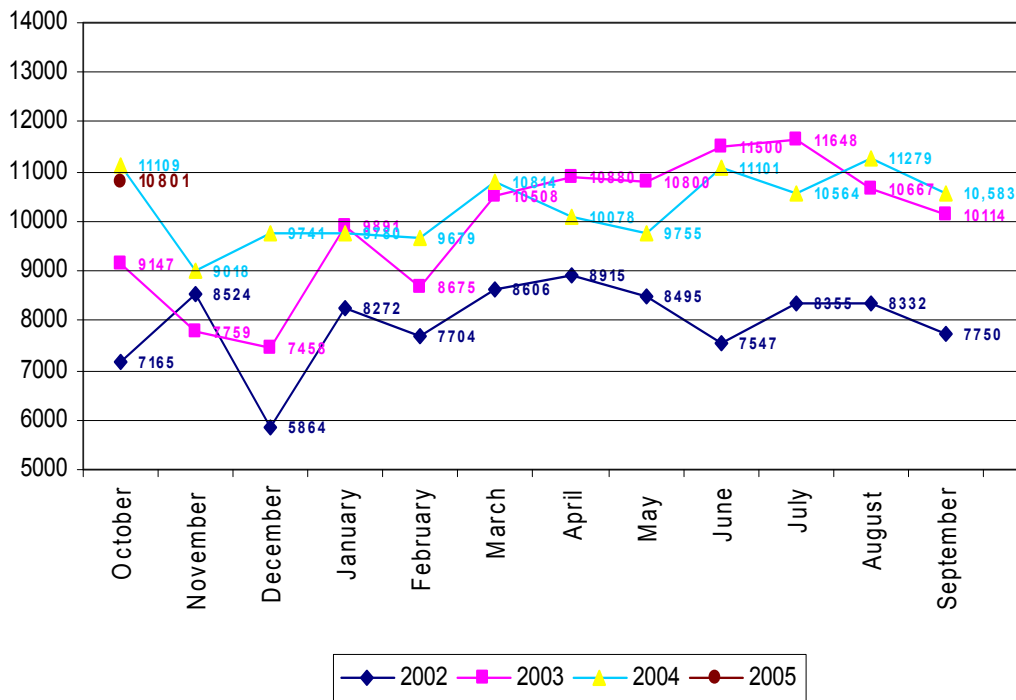
2. Overall Contact Summary

Total inbound call volume increased from September by 2% totaling 10,801, e-mail increased by 143% with a total of 467. For the October reporting period, e-mail and voicemail contacts are combined into one queue. This means that a manual calculation is performed to establish the number of e-mails and the number of voicemails. The goal is to have two separate queues established for e-mail and voicemail contacts in the next reporting memo.

2.1.1. Monthly Call Volumes and Trends

In October 10,801 calls were received in the IVR. Interpret the increase from the number of calls received in September cautiously since the new system required testing in a live environment, this activity generated greater activity in the IVR reflected in the monthly call volume.

Chart 1. Monthly Call Volumes



FMAC Monthly Performance Report

2.1.2. Tier 0 - IVR

The FMAC IVR has four primary measures based on industry best practices:

1. **Total Inbound Calls** – The number of calls received by the FMAC for the reporting period.
2. **Calls routed to CSRs** - Calls routed to CSRs are cases where the customer decided to speak with a CSR by “zeroing out”- choosing digit 0. This can happen at any point within the IVR.
3. **Abandoned calls** - Abandoned calls are calls where either the caller dialed the wrong number and terminated the connection, or the caller terminated from the IVR because the desired information was not provided. *This definition is currently under review.*
4. **Calls satisfied** - Satisfied calls are when a caller reaches a point within the IVR where they receive a substantial amount of information (LOMA process) or completed an action (order an MT-2). *This definition is currently under review.*

Table 3 illustrates IVR performance for this reporting period relative to the IVR’s performance targets.

Table 3. Tier 0 Service Performance

Metric	Number of Occurrences	Rate for Reporting Period	Target
Total Inbound Calls	10,801	N/A	N/A
Calls Routed to CSRs	7,566	80%	>= 80%
Calls Abandoned	2,103	19%	< 4%
Calls Satisfied	689	6%	>= 20%

2.1.3. Tier 1 Calls

Tier 1 received 8,443 calls in October. The service level goal for Tier 1 is to answer 85% of the calls within 30 seconds. Tier 1 achieved an average service level performance of 74% of call answered within 30 seconds for this reporting period. Tier 1 did not reach service level expectations due to unexpected high call handle times and the natural learning curve due to launch activities.

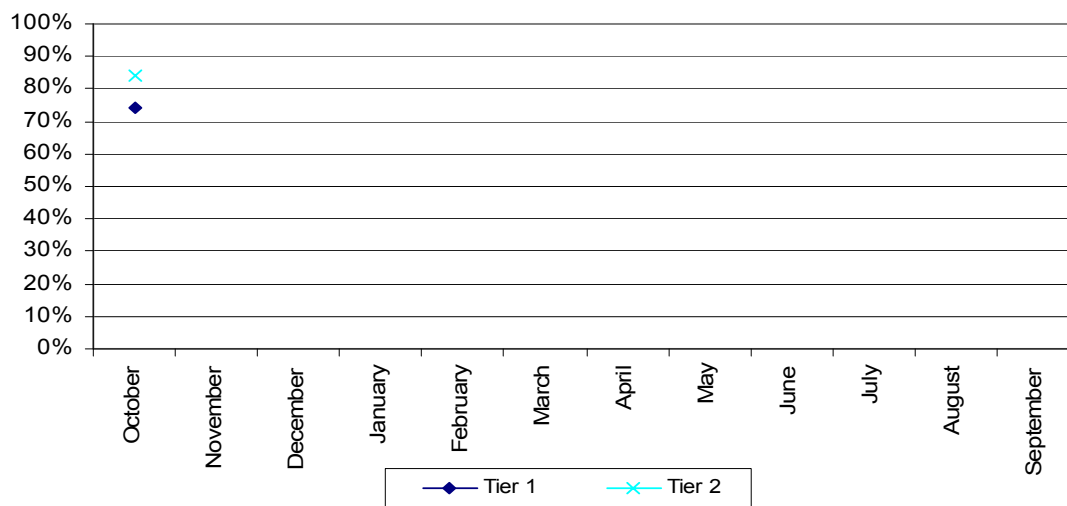
FMAC Monthly Performance Report

2.1.4. Tier 2 Calls

Tier 2 received 2,201 calls in October. This call volume is not complete due to missing call volume data from October 4th, 5th, and 6th. The number of tickets escalated to Tier 2 is 2,439. At any given time, there are more tickets than calls at Tier 2 since some tickets may be sent to Tier 2 when Tier 2 is closed or if Tier 1 is not able to access a mapping specialist during normal business hours. These numbers are also slightly inflated due to missing data, human error in generating tickets, and testing data. The service level goal for Tier 2 is to answer 85% of the calls within 30 seconds. Tier 2 average service level performance for this reporting period was 84%.

Chart 2 compares the service level performance of Tiers 1 and 2. The next reporting period will begin to demonstrate how each Tier is performing on a month-by-month basis.

Chart 2. Service Level Comparison

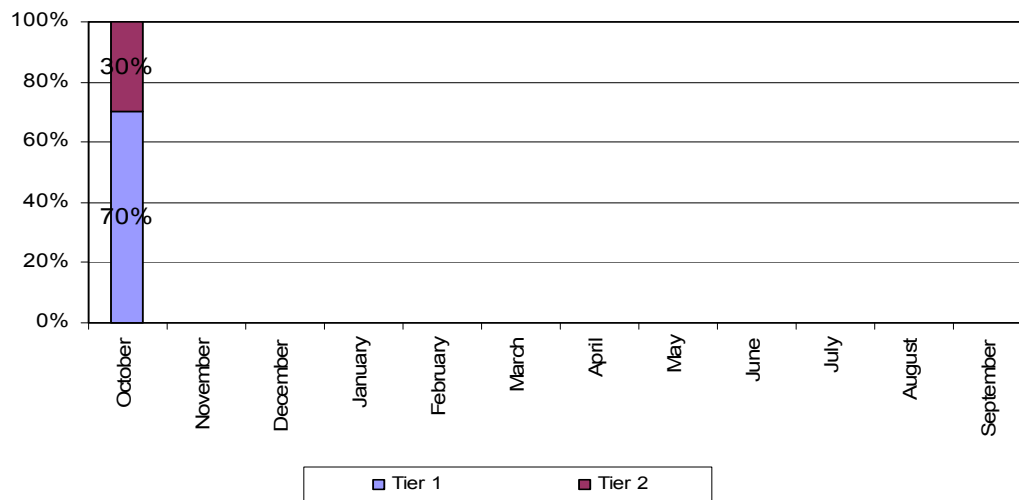


FMAC Monthly Performance Report

2.1.5. Tier 1 Calls Compared to Tier 2 Calls

Tier 1 strives to handle approximately 80% of all calls; accordingly, Chart 3 should represent an 80/20 split between the number of calls transferred from Tier 1 and the number of calls received by Tier 2. For this reporting period, Tier 2 managed more calls than their 20% target as a result of Tier 1 handling less than 80% of their projected monthly call volume. Tier 3 receives tickets and not calls; therefore it is not possible to differentiate between calls escalated to Tier 3. The next reporting period will begin to demonstrate how each Tier is performing on a monthly basis.

Chart 3. Tier 1 to Tier 2 Call Escalation

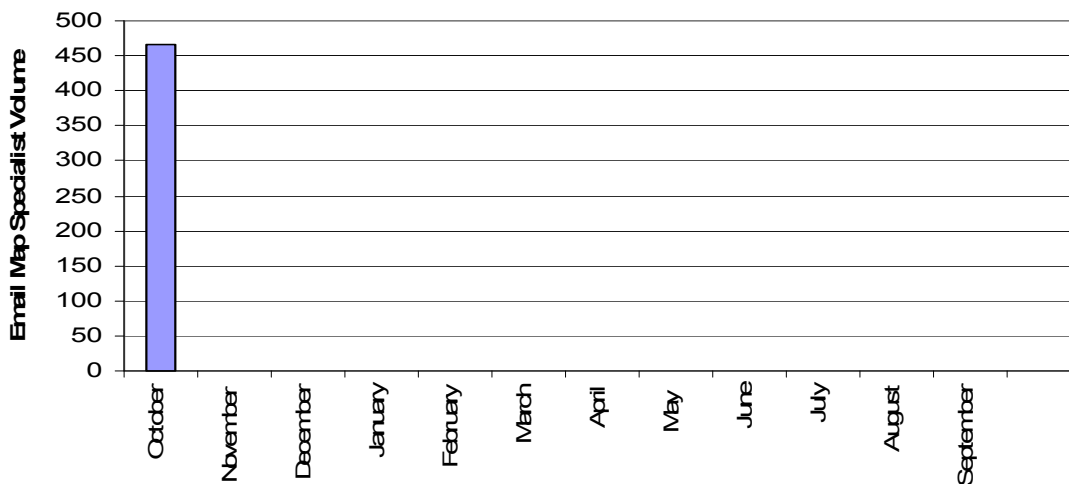


FMAC Monthly Performance Report

2.1.6. E-mail Volumes and Trends

The FMAC received 467 e-mails for the October reporting period. The e-mail volume increased substantially due to the consolidation of e-mail efforts from the three Map Coordination Contractors (MCCs) into one National Service Provider (NSP).

Chart 4. Monthly E-mail Volume



3. Contact Inquiries by Region

Total regional calls for this reporting period were 9,473. This is a 10% decrease in calls compared to last month, which totaled 10,583. The reader should interpret this difference in regional call volume with caution as regional data is calculated through the IVR. Specifically, calls that were once captured manually in the former FMAC customer relationship management tool are now captured by the caller's area code. Finally, 618, or 7% of all calls, could not be linked to a particular region.

Consistent with the September reporting period, 26.1% of all calls for Region IV were recorded. The call volume for Region V increased to 19.0% of all calls. Region IX maintained 10.4% of all calls despite not having calls from the Region IX territories (Guam, CNMI, RMI, FSM, and American Samoa) included in this reporting period.

FMAC Monthly Performance Report

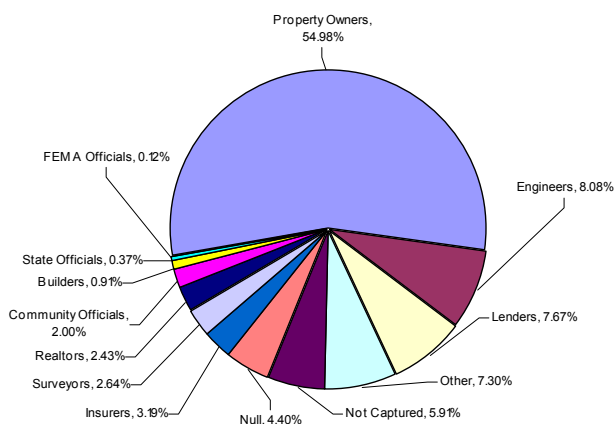
Table 4. Contact by Region

Region	Number of Contacts	Percent of all Calls
I	449	4.7%
II	624	6.6%
III	883	9.3%
IV	2,477	26.1%
V	1,803	19.0%
VI	1,121	11.8%
VII	512	5.4%
VIII	299	3.2%
IX	988	10.4%
X	317	3.3%

4. FMAC Audience

Property Owners remained the predominant group of callers for this reporting period. However, an exceptional number of caller types were classified as “other” or “not captured” during this reporting period. Specifically, the two caller types combined for thirteen percent of all call types this reporting period. In contrast, only 4.2% of calls were identified as “other” during the September reporting period. The exceptional number of “other” and “not captured” call types is considered a training point for the Tier 1 CSRs and the issue is currently being addressed to ensure adequate classification of callers.

Chart 5. FMAC Audience Type



5. Request Type

Chart 6 highlights the request types from FMAC customers as captured over the phone, e-mail, and voicemail. Common to each is the high frequency of “other” request types. The FMAC is working to understand more about this category in hopes of adding more definition to the requests made by FMAC customers.

Chart 6. FMAC Customer Request Types

